

Daily Newspaper Readership Trend - Total Adults (1964-1997)

Year	Adults (000)			Average Weekday Readership					
	Total Adults	Men	Women	Total Adults	% of Adults	Men	% of Men	Women	% of Women
1964	117,470	55,890	61,580	94,920	80.8	45,720	81.8	49,200	79.9
1967	122,915	59,081	63,834	93,160	75.8	44,551	75.4	48,609	76.1
1970	126,452	60,231	66,221	98,183	77.6	46,659	77.5	51,524	77.8
1971	127,495	60,744	66,751	98,802	77.5	46,936	77.3	51,866	77.7
1973	133,520	63,772	69,748	98,003	73.4	47,127	73.9	50,876	72.9
1974/75	140,118	66,087	74,031	101,246	72.3	48,400	73.2	52,846	71.4
1977/78	151,194	72,440	78,754	103,543	68.5	49,968	69.0	53,575	68.0
1978/79	153,244	73,557	79,687	108,067	70.5	52,747	71.7	55,320	69.4
1979	155,794	74,722	81,072	109,352	70.2	53,434	71.5	55,918	69.0
1980	158,437	75,913	82,524	106,043	66.9	52,559	69.2	53,484	64.8
1981	159,454	75,138	84,316	107,944	67.7	51,703	68.8	56,241	66.7
1982	161,656	76,155	85,501	108,366	67.0	52,399	68.8	55,967	65.5
1983	164,927	78,156	86,771	109,363	66.3	52,933	67.7	56,430	65.0
1984	167,727	79,263	88,464	109,190	65.1	52,459	66.2	56,731	64.1
1985	169,460	80,052	89,408	108,812	64.2	53,718	67.1	55,094	61.6
1986	171,205	80,940	90,265	107,753	62.9	52,597	65.0	55,156	61.1
1987	173,681	82,598	91,083	112,514	64.8	55,361	67.0	57,153	62.7
1988	176,250	84,066	92,184	113,178	64.2	55,619	66.2	57,559	62.4
1989	178,193	85,056	93,137	113,337	63.6	56,018	65.9	57,319	61.5
1990	181,131	86,476	94,655	113,090	62.4	55,798	64.5	57,292	60.5
1991	182,456	87,118	95,338	113,322	62.1	56,114	64.4	57,208	60.0
1992	184,117	88,034	96,083	115,296	62.6	57,499	65.3	57,797	60.2
1993	185,822	88,956	96,866	114,669	61.7	57,091	64.2	57,578	59.4
1994	187,747	90,070	97,676	115,376	61.5	57,216	63.5	58,160	59.5
1995	190,553	91,482	99,071	113,179	59.4	57,740	63.1	55,439	56.0
1996	191,986	92,172	99,814	112,090	58.4	57,289	62.2	54,801	54.9
1997	192,463	92,399	100,064	112,218	58.3	57,295	62.0	54,923	54.9

Sources: 1964 Nielsen Media Service: Newspapers - A.C. Nielsen Company (Projections to March 1, 1964)
 Selective Markets and the Media Reaching Them (1967 - 1977/1978) - W.R. Simmons & Associates Research, Inc.
 Study of Media & Markets (1978/1979 - 1994) - Simmons Market Research Bureau, Inc. Fall 1996; Spring 1997
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